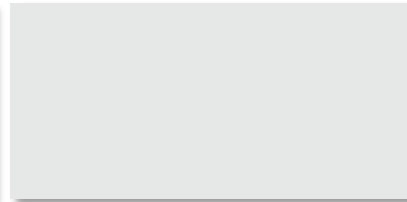
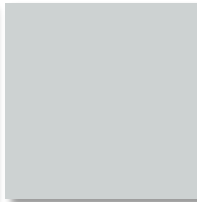
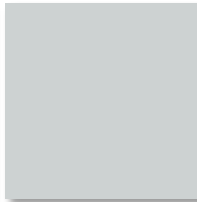
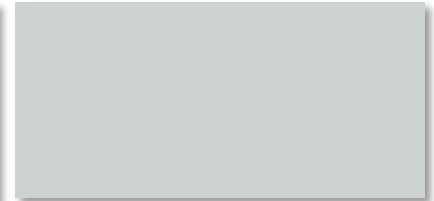
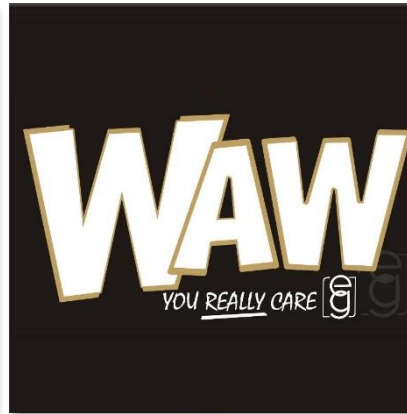


Henkel enters Nigerian laundry care market via acquisition of majority stake in Expand Global Industries UK Ltd.

Düsseldorf
August 11, 2016



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Acquisition of majority stake in Expand Global Industries UK Ltd. to enter Nigerian laundry & home care market



Local champion with attractive portfolio of strong brands

Portfolio



- Focused portfolio, presence mainly in powder detergents and bar soaps
- Strong brands, positioned in both mid-tier and entry-level price segment

Regional Presence



- Successful, dynamic challenger with excellent growth track in the fastest growing market of Sub-Sahara
- Strong presence in traditional trade

Market Positions

No. 4 Powder detergents

No. 5 Bar soaps

- Local champion, active in attractive & sizeable categories
- Leading positions, strong brand awareness, built on strong local consumer knowledge

Strategic rationale: Entry in growing Nigerian laundry care market



- Expand Laundry & Home Care footprint in MEA, especially Sub Sahara
- Entry in Nigeria, the biggest African economy with strong growth rates
- Leverage joint know-how with well-established local champion
- Platform for future expansion supported by local manufacturing & strong capabilities
- Both offensive and defensive synergy potential

Thank you!

